

Building SNAP on a Solid Foundation for Collaboration

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Advancing Health
Through the
Generations





Why fruits and vegetables?

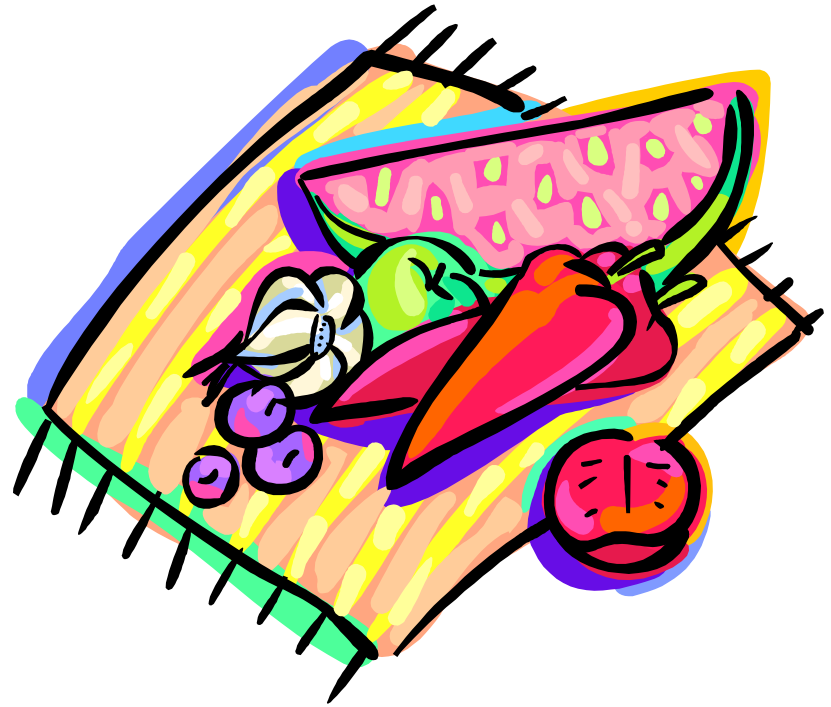
- Existing research base
- Team Nutrition message
- WIC Special Project Grant

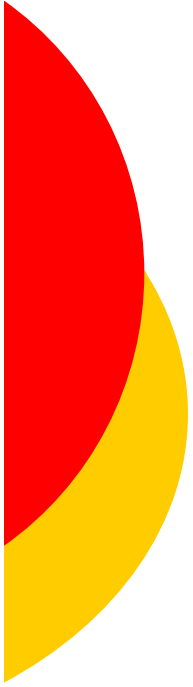




Goal

- Formulate partnerships to promote fruit and vegetable consumption

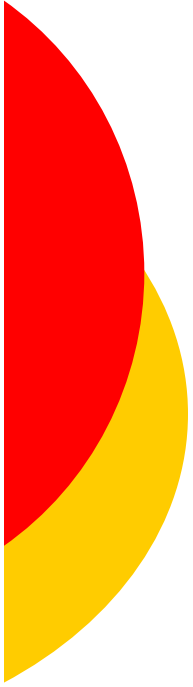




Increase partner participation

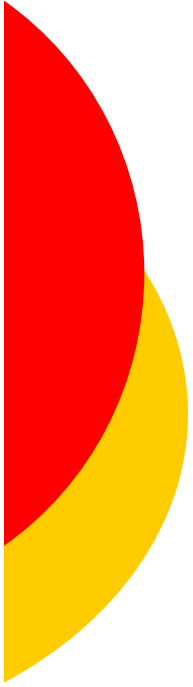
- Invite new partners
- Share updates at meetings
- Collaborate with state chronic disease programs





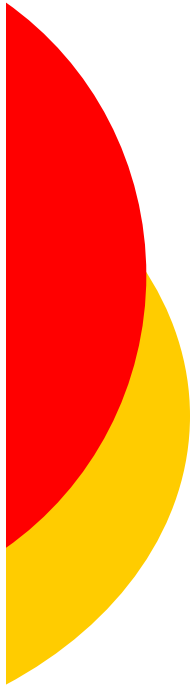
Promote fruit & vegetable intake

- PABS activities
 - Team Nutrition workshops (schools & CACFP)
 - Fruit & Vegetable Program schools
 - FSNE
 - BASICS coalition focus for FY'06
 - Food Assistance offices
 - Chef Charles Club (for senior adults)
 - Iowa Medical Society
 - Iowa Medical Society Alliance

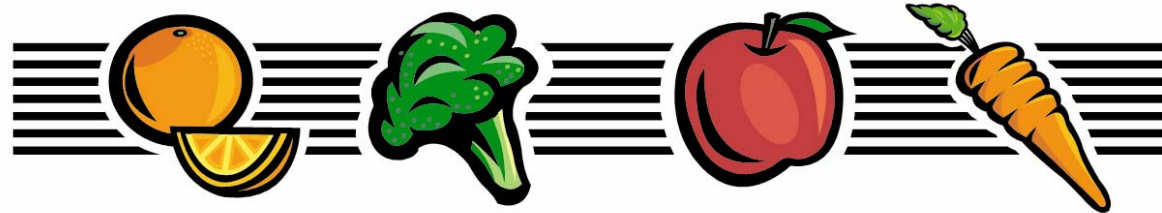


More promotional activities

- University Extension activities
 - EFNEP/FSNE-FNP emphasis
 - Growing in the Garden curricula
- Iowans Fit for Life intervention
 - PABS and Act in schools
 - Food service training
 - PABS in groceries & businesses
 - Community forums



Pick a **better** snack™



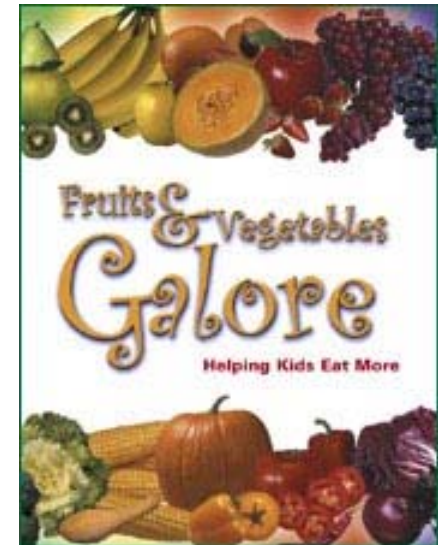
&

ACT



More promotional activities

- Department of Education
 - Team Nutrition grants
 - School food service training events
 - Fruits & Vegetables Galore: Helping Kids Eat More



IPTV PSAs (www.iptv.org/kids)



SUPERMARKET SAFARI



WATCH IT!

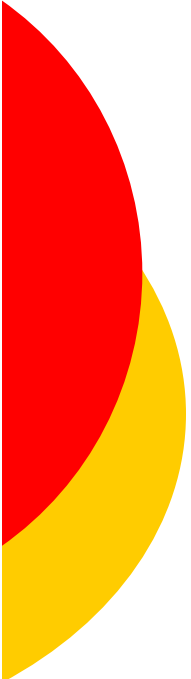


READ IT!




DO IT!






Eat colorful fruits and vegetables everyday!



- ▶ Eating 5 to 9 servings of fruits and vegetables every day is key for good health. Fruits and vegetables provide vitamins, minerals, and fiber without lots of calories. They also contain phytochemicals—natural plant compounds that provide health benefits. Many of the bright colors in fruits and vegetables come from these compounds.
- ▶ To get the full health benefits from fruits and vegetables, eat a rainbow of colors every day. Eating a colorful mix helps your body fight cancer, heart disease, and the effects of aging.
- ▶ Getting 5 to 9 servings a day is easier than you think! A serving is:
 - One medium sized fruit
 - 1/2 cup raw, cooked, frozen, or canned fruits or vegetables
 - 1 cup raw, leafy vegetables
 - 1/2 cup cooked, canned, or frozen legumes (beans and peas)
 - 3/4 cup (6 oz.) 100% fruit or vegetable juice
 - 1/4 cup dried fruit
- ▶ Think color and variety when you choose fruits and vegetables for meals and snacks. Eating a colorful mix every day will provide health benefits that can last a lifetime!

Pick a better snack



Iowa Department of Public Health
Promoting and protecting the health of Iowans
Bureau of Nutrition & Health Promotion 2008. Printed with funds from USDA, WIC and Food Stamp Program.

Increase resources on websites

- Links added by:
 - University Extension
 - WIC
 - Iowans Fit for Life

- New resources:
 - Nutrition Network:
PABS the Color Way
 - WIC: Veggie Grant materials

- www.idph.state.ia.us/hpcdp/nutrition_resources.asp





Increase access via food programs

- Template of food assistance programs
- Governor's Food Policy Council –
Food Security Task Force



Increase intake of locally grown

- Low income groups
 - WIC FMNP
 - Senior FMNP
 - Digging Deeper
 - A community food security grant
 - Practical Farmers of Iowa

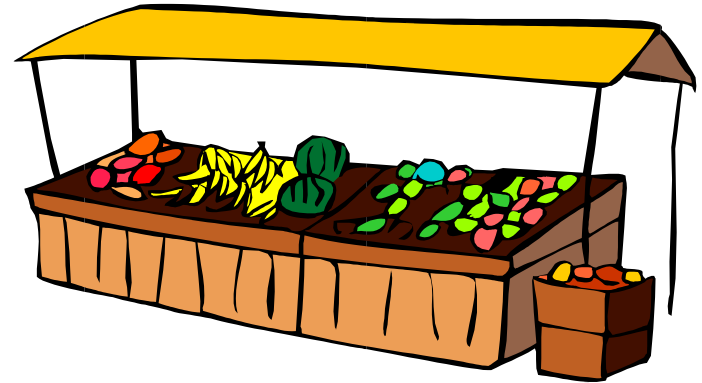
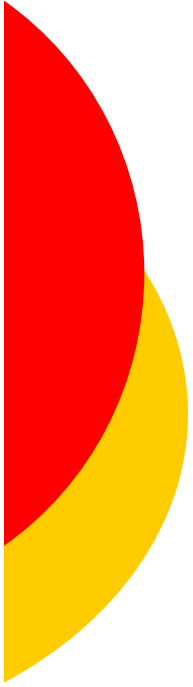


Photo from the Des Moines Register



Increase intake of locally grown

- Iowa State University
 - Leopold Center for Sustainable Agriculture & Center for Transportation Research and Education

- Interactive web-based tool shows:
 - Supply & demand by county
 - Economic benefit of local production to meet demand

Produce Market Potential Spreadsheet

Apples	
<input checked="" type="radio"/> Consumed <input type="radio"/> Provided <input type="radio"/> Net Value <input type="radio"/> Net %	Pounds Per Year

State Total: **48,935,900**

Percent of Consumption:

Per Capita: **16.7** **100%**

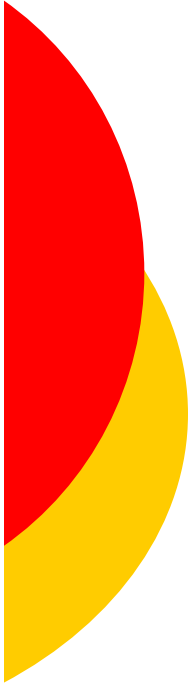
Adjust Market Share to (%): **100%** Adjusted Iowa Yield: **7,237**

Adjust Iowa Yield to (%): **100%** **National Yield:** **21,800**

Adjust Iowa Acreage to (%): **100%** **Ratio:** **33%**

(All values are in farm weight)





Iowa SNAP Team

- Child Nutrition

- NLSP
- CACFP
- SFSP

- Food Distribution

- CSFP

- TEFAP

- Food Assistance

- FMNP & SFMNP

- WIC